



10. The method of claim 7 wherein the *Echinacea* extract is extracted from *Echinacea* aerial parts.

5 11. The method of claim 10 wherein the lipid-soluble *Echinacea* extract further comprises a chloroform soluble *Echinacea* extract.

I. 12. A composition for inducing the expression of quinone reductase comprising a lipid-soluble *Echinacea* extract.

10 13. The composition of claim 12 wherein the *Echinacea* extract is extracted from *Echinacea* aerial parts.

14. The composition of claim 12 wherein the *Echinacea* extract is extracted from *Echinacea* roots.

15 III. 15. A method of producing lipid-soluble solids of harvested *Echinacea* plant material, the method comprising:

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- 20 a) chopping the *Echinacea* plant material to produce a chopped plant material;
- b) dehydrating the chopped plant material to produce a dehydrated plant material;
- d) contacting the blended plant material with methanol to produce a methanol extraction solution;
- 25 e) drying the methanol extraction solution to produce a dried methanol extract;
- f) combining at least a portion of the dried methanol extract with water to produce an aqueous suspension;
- 30 g) fractionating the aqueous suspension with petroleum ether to provide a petroleum ether fractionated aqueous layer and an organic petroleum ether layer;

